

# PETER FAHIM FOUAD

- Current position: Revenue Manager
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- Vaccine: Vaccinated 2 doses - Pfizer



## Executive Profile

Over 10 years of experience in the hospitality industry within Middle East and Africa among Millennium Hotels & Resorts, IHG and Marriott Hotels. Championing Hotel Total Revenue Management by cooperating with all hotel departments, especially sales and marketing to push the hotel business forward. The core spheres include forecasting, budgeting, pricing, inventory management, marketing, and distribution channel management.

## Career Summary

### Revenue & Reservation Manager (Pre-Opening) from February 2021 to September 2021

#### Grand Swiss Bel-hotel Waterfront, Bahrain – Swiss Bel International (199 rooms, suits and Chalets, 5 Star)

- Pre-Opening team
- Managed configuration of PMS, CRS, CM and OTA's extranet (Agoda, Booking.com & Expedia,...etc)
- Created Revenue & Reservations SOP as per SBI standard
- Completed Infinito (RMS) & OTA insight (Rate Intelligence) configuration
- Manage OTA's content (Agoda, Booking.com & Expedia,...etc)
- Improved hotel occupancy to reach 30% on monthly basis with 2 months' time

### Revenue Manager from March 2016 to April 2020 (Now Barcelo Mussanah Resort)

#### Millennium Resort Mussanah, Oman - Millennium Hotels (308 rooms & Apartments, 4 Star)

- Joined as Asst. Reservation manager, promoted to Asst. Revenue Manager in Sep, 2017 then promoted to Revenue Manager in Sep, 2018
- Grown occupancy from 35% in 2016 to 53% in 2019 (51% growth)
- Grown REVPAR by 6% and RGI by 8% year over year
- Attended HSMAI conference December, 2019
- Achieved the best brand website performance in the middle east region in 2018 & 2019
- Nominated to top 5 forecasting team in the region in 2017
- Completed integration standardization project for online distribution channels (brand.com, booking.com, Expedia & Agoda), along with CRS and Opera PMS.

### Reservation Supervisor from January 2015 to February 2016

#### Crowne Plaza Hotel Al Khobar, Saudi Arabia – IHG (249 rooms and suites, 5 Star)

- Managed RFPs rate loading process in Holidex & PMS.
- Responsible of the daily, weekly & monthly reports like Commercial report, forecast report.

### Reservation Supervisor from May 2013 to October 2014

#### Millennium hotel Doha, Qatar – Millennium Hotels (226 rooms and suites, 5 Star)

- Recognized Employee of the year in reservation department in 2013

### Reservation Supervisor from December 2012 to April 2013

#### The Ritz Carlton Resort Sharm El Sheikh, Egypt – Marriott (320 rooms and suites, 5 Star)

- Responsible of the contract rate loading in PMS

### Reservation Sales Agent from March, 2010 to April, 2012

#### InterContinental hotel Abu Dhabi, UAE – IHG (390 rooms and suites, 5 Star)

- Recognized Employee of the year in reservation department in 2011
- Selected in Top 5 Mystery Shopper by STR in 2011 in the Middle East

### Senior Reservation Agent from March 2008 to February 2010

#### Sea Club Resort Ain Al Soukhna, Egypt - Stella Di Mare (253 rooms and suites, 4 Star)

- Recognized Employee of the year in reservation department in 2009

### Revenue Management Responsibilities:

- Analyze short- and long-term forecasting, analyze trends in group inventories & rates to include occupancy, goals, product lines and strategic sales goals
- Independently implements appropriate hotel inventory distribution strategy; maintains accurate rates and inventory allotments in the IDS/GDS/CRO and property PMS in a timely manner to promote rate parity throughout all booking channels.
- Monitor and analyze the competition daily, weekly, monthly through competitive shops, internet, news reports to identify selling strategies and emerging trends.
- Evaluate all group booking inquiries by using proper displacement analysis, pricing goals, budgets, forecasts and offer suggestive pricing (Wish, Want & Walk).
- Participate and prepare rolling forecast and annual budget for each property using PMS, RMS, and other forecasting tools or Revenue tools.
- Loads all preferred, consortia and promotional rates in GDS, PMS and any other systems.
- Enhance the pricing & forecasting process and achieve forecasting accuracy of +/- 3 to 5%
- Bear ultimate responsibility of KPI performance Drive (MPI, ARI, RGI & TrevPAR)
- Act as overall business development consultant for the hotel management/owner.
- Ensure that all rooms statistics reports, including the Financial statement, and any other related reports are accurate and consistent
- Be the quality controller of all systems (Central Reservation System, Property Management System, Channel Manager, Revenue Management System, Online Travel Agents, Rate Shopping Tools...etc.)
- Conduct a weekly Revenue Management Meeting where the current 180-day booking period is evaluated for proper rate and availability control
- Lead a team of Revenue/Reservations Associates, providing direction on revenue management best practices, PMS/CRS/External Yield systems best practices, third party channel best practices.
- Manages evaluation of team members, including skill sets, skill development and regular reviews in line with department policies

### Learning & Development

- Pre-Opening Experience
- Five & Four star hotel & resort experience
- Microsoft Office: Word, Excel and Power Point
- Advanced Revenue Management (30 hours – Online Course) - E-Cornell University
- Sales Excellence Training - Lions & Gazelles - Millennium
- Train the Trainer - Millennium
- Leading others, Great Results - IHG
- Perform with Price Optimization combined - IHG
- Holidex Group Management - IHG
- Enhanced Presentation & project development skills - IHG
- IT training conducted - IHG
- TSA training conducted – IHG

### Software

- Opera PMS, Opera Vision
- Protel PMS
- SBRP - Strategic Business & Revenue Planning (Revenue Management System)
- Perform (Revenue Optimization System)
- Infinito (Revenue Management System)
- OTA Insights (Rate Intelligence)
- Holidex (Central Reservation System)
- Marsha (Central Reservation System)
- Windsurfer (Central Reservation System)
- Synxis (Channel Manager)
- STAAH (Channel Manager)
- Rate Tiger (Channel Manager)
- Rategain (Channel Manager)

**Education**

University: Suez Canal University  
 Location: Suez, Egypt  
 Major: Bachelor in Accounting  
 Period: 2003 – 2007

**Languages**

Arabic – Mother tongue  
 English – Advanced writing & speaking

**Interests & Hobbies**

Travelling to historical & leisure places, listening to music, watching movies and testing new food.

**References:**

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